



World Breastfeeding Trends Initiative (WBTi)

Assessment Tool



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WBTi UK Working Group

<http://www.lcgb.org/wbti/>

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Indicator 7: Information Support

Key question: *Are comprehensive Information, Education and Communication (IEC) strategies for improving infant and young child feeding (breastfeeding and complementary feeding) being implemented?(See: Annex 7.1, 7.2)*

Background:

Women and carers having the right to appropriate and objective support and information, education and communication (IEC) strategies are important aspects of a comprehensive programme to improve infant and young child feeding practices.

However, because such programmes are expensive and often take place within a commercial context, they tend to attract inappropriate funding, for example, from the baby feeding industry. This can undermine the effectiveness of any campaign and lead to unwise decision making.

The first crucial step in an information strategy should be to ensure that baby feeding industry influence of such messaging is kept to an absolute minimum. IEC approaches may include the use of electronic (TV, radio, video), print (posters, counseling cards, flip charts, manuals, newspapers, magazines), interpersonal (counseling, group education, support groups) and community activities to communicate important information and motivational material to mothers, families and the community.

Information strategies are more likely to lead to positive behavior change if they are supported by counseling sessions, home visits, action-oriented group discussions and dramas focused on problem solving. IEC strategies are comprehensive when they ensure that all information channels convey concise, consistent, appropriate, action-oriented messages to targeted audiences at national, facility, community and family levels.

Possible Sources of Information:

- Interviews can be held with representatives of national communication or information agencies, national TV and radio stations, officials of the Ministry of Health such as the National Breastfeeding (or Infant and Young Child Feeding) Coordinator/Committees, nutrition and health education officers, Ministry of Women and Child development /Social Welfare officials, and representatives of UNICEF, WHO and NGOs.
- Consider reviewing samples of electronic media spots and printed material, and observing counseling, education and community media events.

<i>Guidelines for scoring</i>			
Criteria	Scoring		
	√ <i>Check that apply</i>		
	Yes	To some degree	No
7.1) There is a national IEC strategy for improving infant and young child feeding that ensures all information and materials are free from commercial influence/ potential conflicts or interest are avoided.	2	-	0
7.2a) National health/nutrition systems include individual counseling on infant and young child feeding	1	.5	0
7.2b) National health/nutrition systems include group education and counseling services on infant and young child feeding	1	.5	0
7.3) IYCF IEC materials are objective, consistent and in line with national and/or international recommendations and include information on the risks of artificial feeding	2	1	0
7.4. IEC programmes (eg World Breastfeeding Week) that include infant and young child feeding are being implemented at local level and are free from commercial influence	2	1	0
7.5 IEC materials/messages to include information on the risks of artificial feeding in line with WHO/FAO Guidelines on preparation and handling of powdered infant formula (PIF). ¹¹	2	0	0
Total Score:	-----/10		

Information Sources Used (please list):

1. _____
2. _____
3. _____
4. _____

¹¹ to ensure that clinicians and other health-care personnel, community health workers and families, parents and other caregivers, particularly of infants at high risk, are provided with enough information and training by health-care providers, in a timely manner on the preparation, use and handling of powdered infant formula in order to minimize health hazards; are informed that powdered infant formula may contain pathogenic microorganisms and must be prepared and used appropriately; and, where applicable, that this information is conveyed through an explicit warning on packaging;

Conclusions (*Summarize which aspects of the IEC programme are appropriate and which need improvement and why. Identify areas needing further analysis*) :

Gaps (*List gaps identified in the implementation of this indicator*) :

1. _____
2. _____
3. _____
4. _____

Recommendations (*List action recommended to bridge the gaps*):

1. _____
2. _____
3. _____
4. _____

World Breastfeeding Week Action Folder (WABA - 2014)

See complete document at: <http://worldbreastfeedingweek.org/>

BREASTFEEDING: A Winning Goal *for Life!*



Welcome to World Breastfeeding Week 2014!

The Millennium Development Goals (MDGs) were set by governments and the United Nations (UN) to gauge progress in fighting poverty and promoting healthy and sustainable development in a comprehensive way by 2015. This year's World Breastfeeding Week (WBW) theme responds to the current MDG countdown process by asserting the importance of increasing and sustaining the protection, promotion and support of breastfeeding in the post 2015 agenda, and engaging as many groups, and people of various ages as possible. Wherever your community may be, progress can be made AND sustained. For this to happen you need to be prepared, set goals and targets, join forces and ACT! Protect, Promote and Support breastfeeding... it is a worthwhile goal ... and it saves lives!

**Objectives
for WBW
2014**

1

To inform people about the MDGs and how they relate to breastfeeding and infant and Young Child Feeding (IYCF).

2

To showcase the progress made so far and the key gaps in improving breastfeeding and IYCF.

3

To call attention to the importance of STEPPING UP actions to protect, promote and support breastfeeding as a key intervention in the MDGs AND in the post -2015 era.

4

To stimulate interest amongst young people of both genders to see the relevance of breastfeeding in today's changing world.



James Achanyi-Fonlem - Cameroon



Hospital San Antonio - Colombia



Daksha Pandit - India



Charusheeli Korday - India

How is BREASTFEEDING linked to the MDGs?

By protecting, promoting and supporting breastfeeding YOU can contribute to each of the MDGs in a substantial way. Exclusive breastfeeding and adequate complementary feeding are key interventions for improving child survival, potentially saving the lives of about 20% of children under five. Let's find out how breastfeeding is linked to each of the Millennium Development Goals.

Photos are winners of the World Breastfeeding Week 2014 Photo Contest.
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Join Us & Take Action NOW!

www.worldbreastfeedingweek.org

WABA • World Breastfeeding Week • 1-7 August 2014

WHO and FAO Guidelines on safe preparation, storage and handling of powdered infant formula

See full document at:

http://www.who.int/foodsafety/document_centre/pif_guidelines.pdf

